T092h0" 6T6mh860

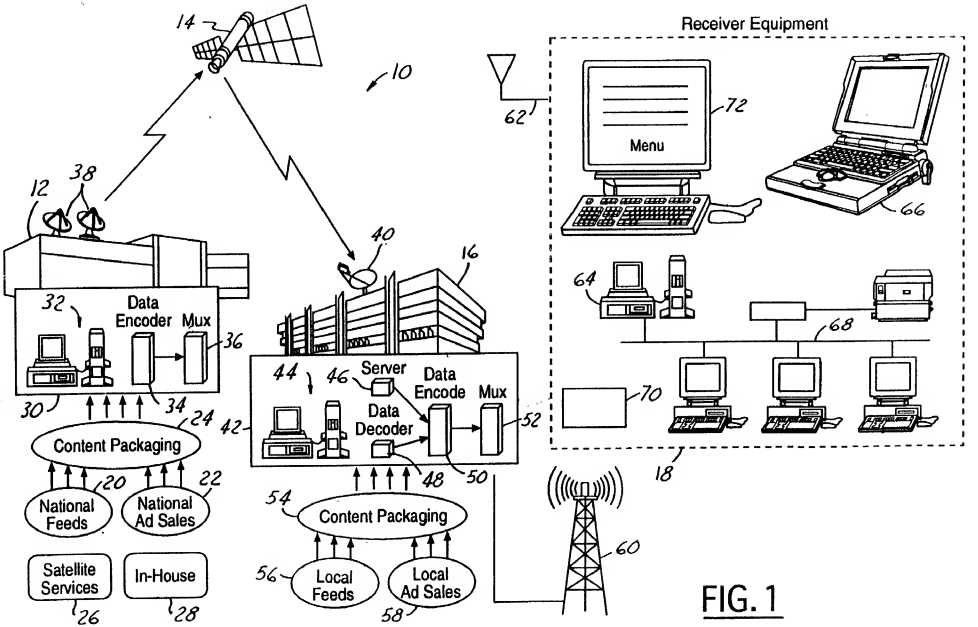

FIG. 1

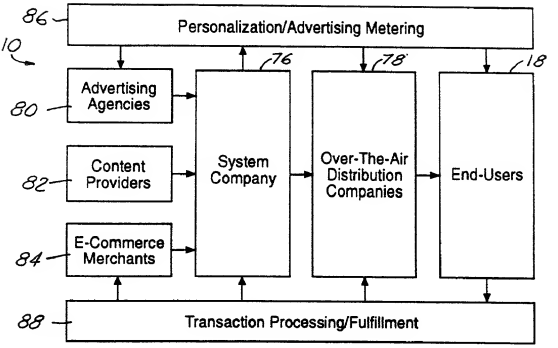
86
Personalization/Advertising Metering
10
76
78
18
Advertising Agencies
80
Content Providers
82
E-Commerce Merchants
84
System Company
Over-The-Air Distribution Companies
End-Users
88
Transaction Processing/Fulfillment

FIG. 2

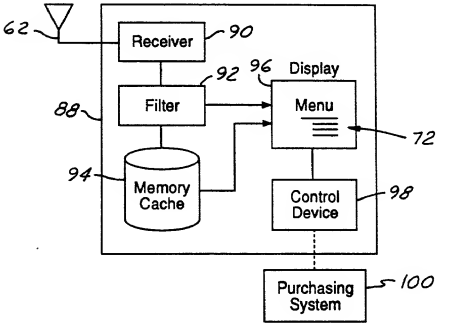
62
Receiver
90
92
96
Display
88
Filter
Menu
72
94
Memory Cache
Control Device
98
Purchasing System
100

FIG. 3

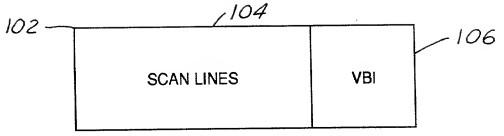
102
104
106
SCAN LINES
VBI

FIG. 4

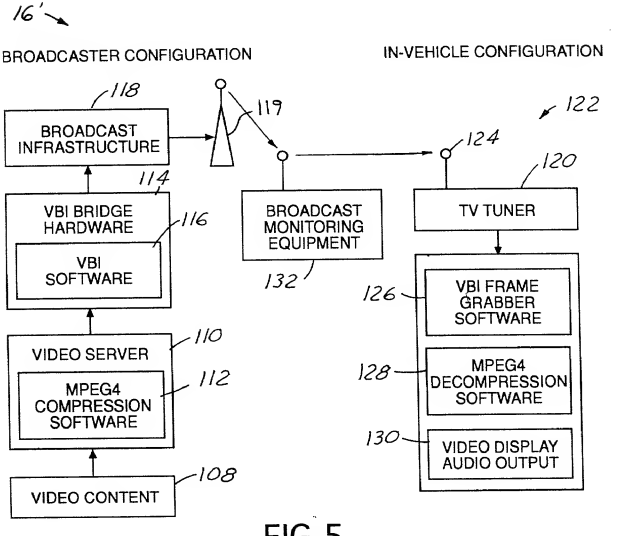
16'
BROADCASTER CONFIGURATION
IN-VEHICLE CONFIGURATION
118
BROADCAST INFRASTRUCTURE
119
122
124
120
114
VBI BRIDGE HARDWARE
116
VBI SOFTWARE
BROADCAST MONITORING EQUIPMENT
132
TV TUNER
126
VBI FRAME GRABBER SOFTWARE
128
MPEG4 DECOMPRESSION SOFTWARE
130
VIDEO DISPLAY AUDIO OUTPUT
110
VIDEO SERVER
112
MPEG4 COMPRESSION SOFTWARE
108
VIDEO CONTENT

FIG. 5

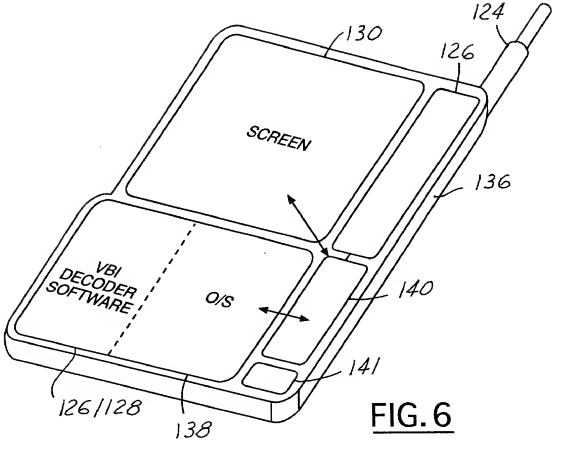
124
130
126
SCREEN
136
VBI
DECODER
SOFTWARE
O/S
140
141
126/128
138

FIG. 6

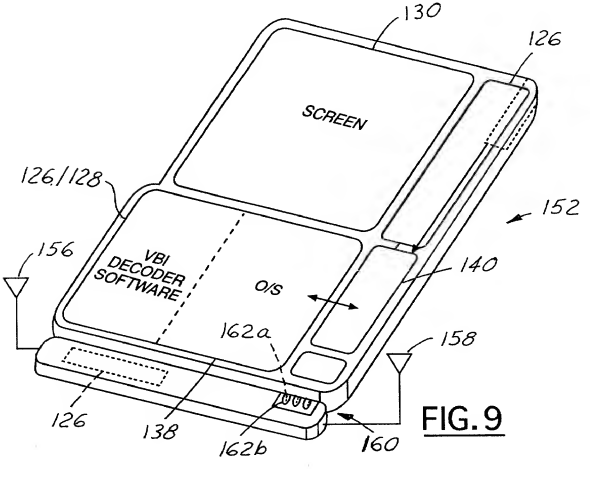
130
126
SCREEN
126/128
152
156
VBI
DECODER
SOFTWARE
O/S
140
158
162a
126
138
162b
160

FIG. 9

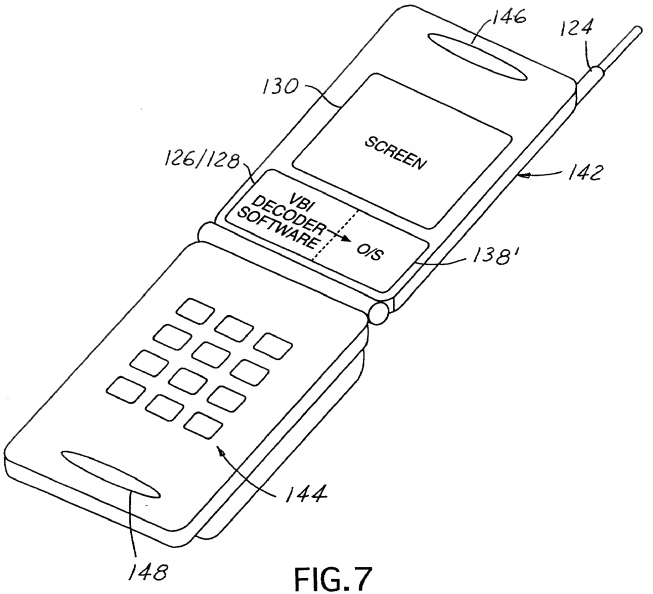
146
124
130
SCREEN
126/128
142
VBI
DECODER
SOFTWARE
O/S
138'
144
148

FIG. 7

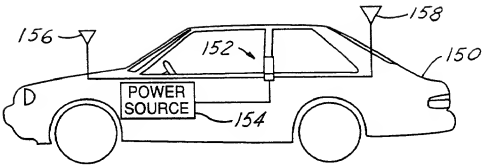

FIG. 8

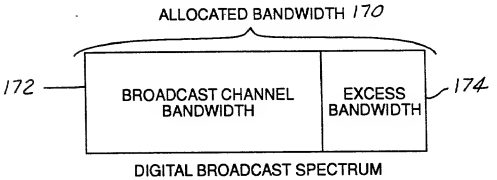

FIG. 10

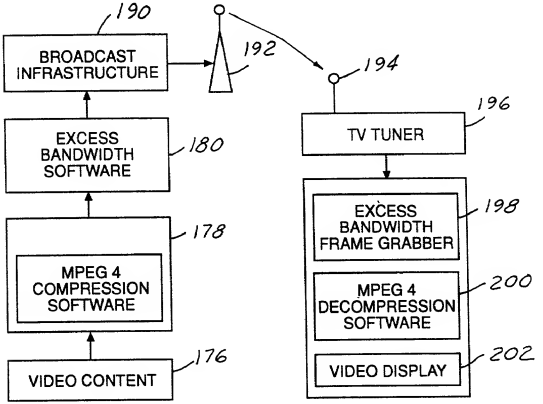

FIG. 11

T092h0" 6T6thh86D

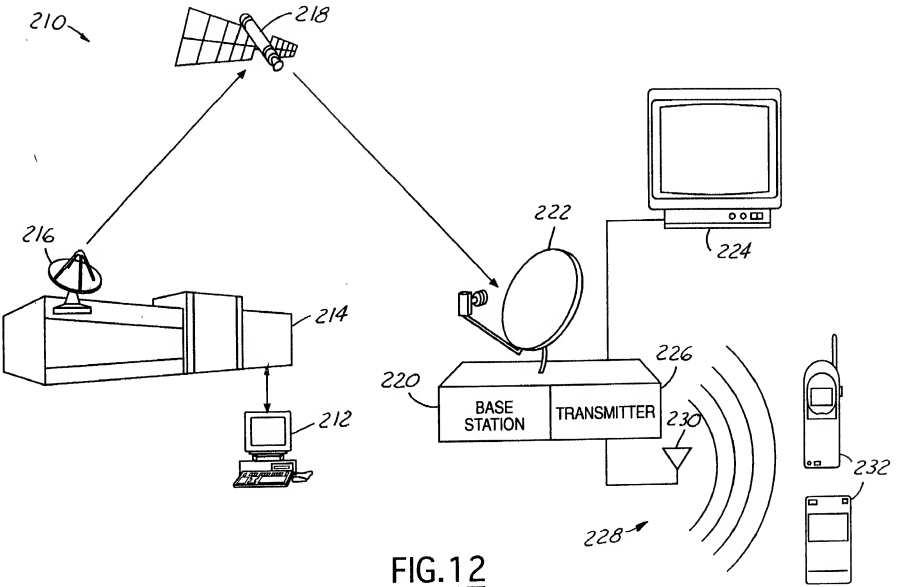

FIG.12

T09240 6T6mh860

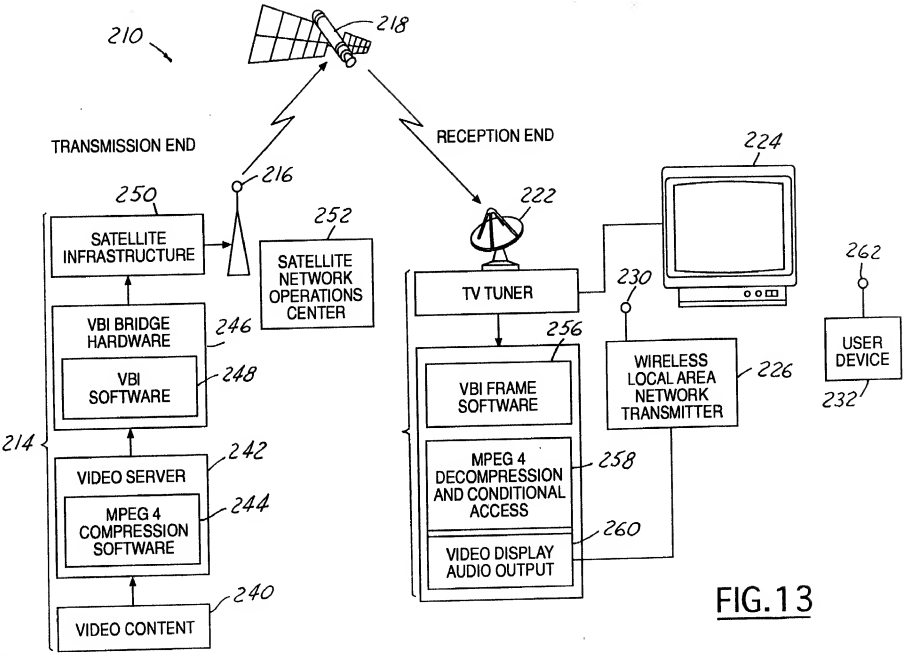

FIG.13